



USER MANUAL

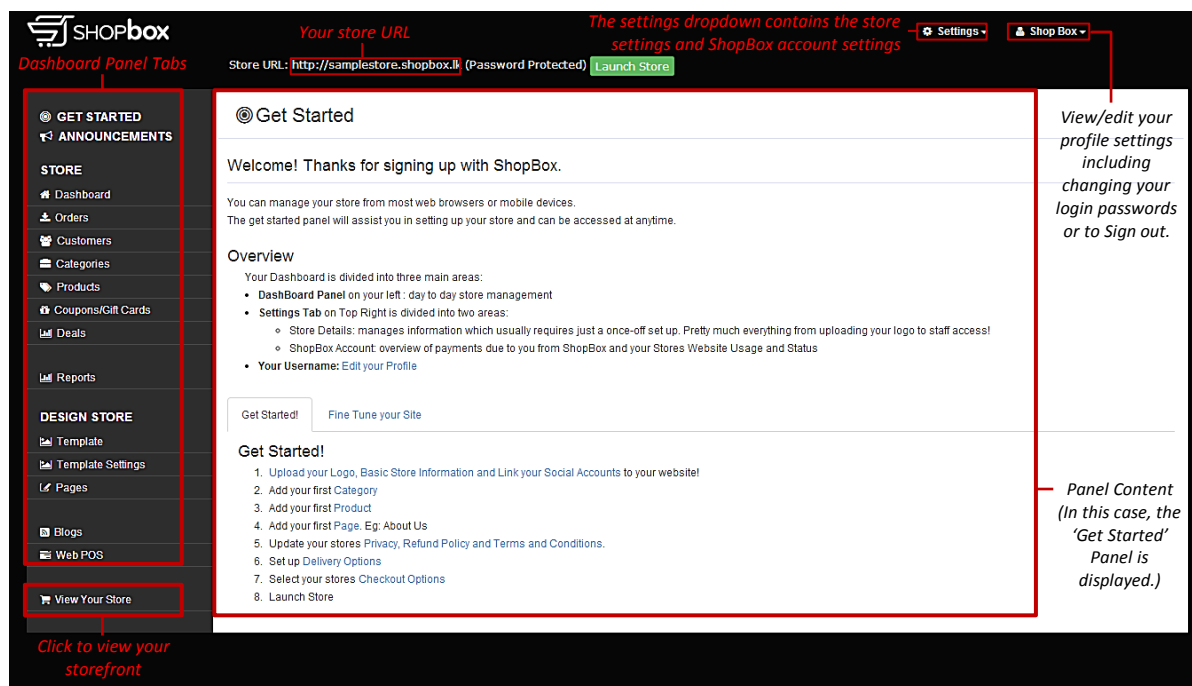
Contents

Getting Started	2
Setting up your Store Details	4
Changing your Template Settings.....	9
Adding a Slider Banner	9
Setting up your Categories.....	12
Adding a Product.....	16
Adding a Page.....	25
Setting up Shipping Rates.....	28
Setting up your Payment Options.....	35
Managing Order Statuses.....	37
Creating a Coupon/Gift Code.....	40
Submitting a Deal.....	42
Managing your Blog.....	44
How to Link Google Analytics with your Website	48
Generating a basic XML Sitemap.....	49
Managing Tax Rates and Settings.....	52
Using the Web POS feature	54
Adding Staff Access.....	57
Deleting Your Store.....	59
Glossary.....	60
Useful Contacts	61

Getting Started

After verifying your email and you log back in to your account, you will be met by the dashboard displaying the 'Get Started' panel. This guide will assist you in setting up your store as a first-time user of the ShopBox platform.

Below is a breakdown of the dashboard to assist with getting you oriented with our platform.



Storefront password protection

It should be noted that adjacent to your store URL you will find within parenthesis 'Password Protected' and a 'Launch Store' button (As shown in below).

Store URL: <http://samplestore.shopbox.lk> (Password Protected) [Launch Store](#)

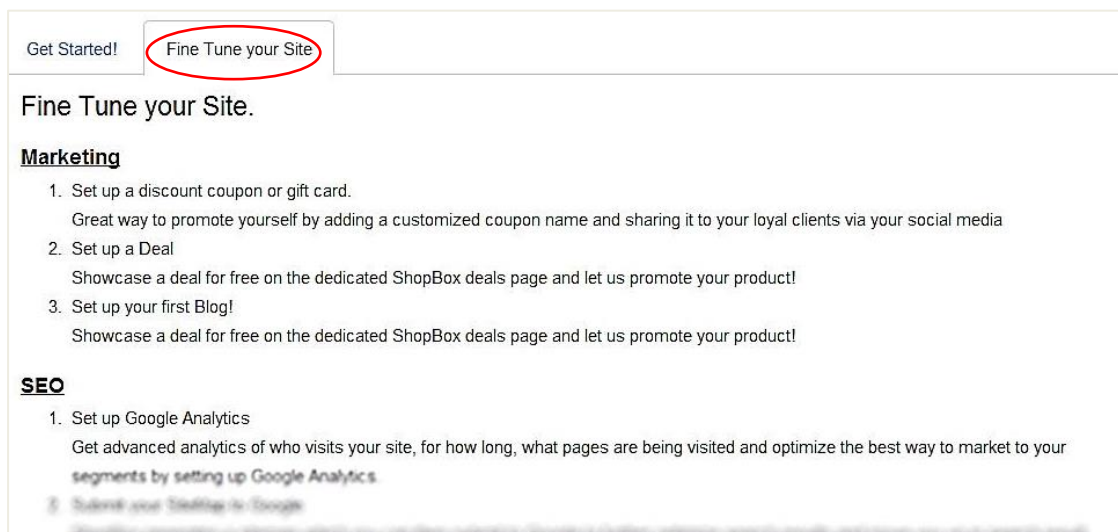
The Password protection is enabled by default for all new registrations to prevent public access to your website during the construction process of your store. To view your store front, you would need to enter a password when you access your store URL. Your password is automatically generated and can be viewed or changed by clicking . **(Password Protected)**


When you are ready, you may click the [Launch Store](#) button to remove the password protection and allow public access to your store.

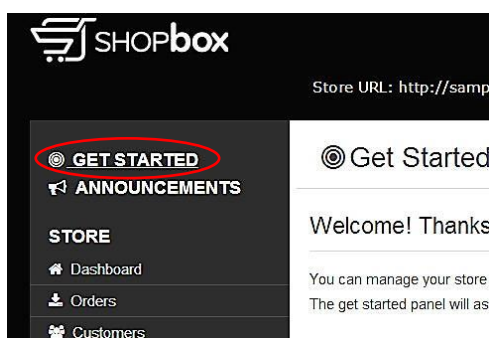
Using the *Get Started* Guide

It is recommended to follow the *Get Started* guide to assist you through the steps of setting up your store. Each step contains a link to the relevant panels on the dashboard which will open in a new tab/window when clicked.

After you set up and familiarise yourself with the basic tasks of the get started guide, you will be able to select the '*Fine Tune Your Site*' tab situated on the guide to take you through some of the more advanced, albeit optional, features of the platform which could help improve sales and your chances of achieving greater success in your business.



Note: You will always be able to refer back to the *Get Started* guide by clicking the  Get Started tab located on the top of dashboard panel as shown below.



Following the initial log-in, all consecutive log-ins will no longer direct you to the *Get Started* guide, but will direct you instead to the Dashboard home panel which will display your recent orders and other notifications.

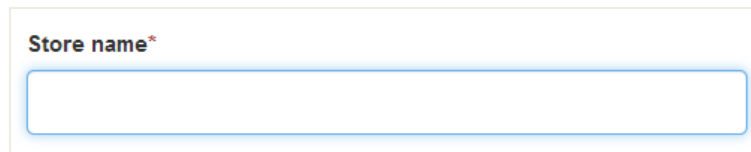
Help buttons

If you run into any difficulty, you will find '*Help*' buttons located on most panels which would take you to the relevant sections of this manual with detailed explanations and screenshots to help you understand what to do in no time.

Setting up your Store Details

Your store details contain the basic information about your store. These details would be the first things that you would have to complete in the initial setting up process with certain details appearing across your store.

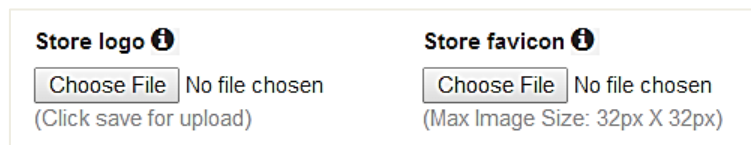
Store Name

A form field for entering the store name. It has a label "Store name*" and a text input box.

This would be your official name for your store. You would find this on your website as well as on invoices and any correspondence your store will have with customers and any third party service providers.

Note: Following the registration process, the store name would be auto-filled with your URL. This can be edited to your desired store name.

Uploading a Logo and a Favicon

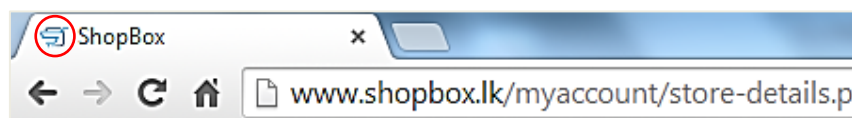
Two side-by-side upload fields. The left one is for the "Store logo" and the right one is for the "Store favicon". Both have a "Choose File" button and a "No file chosen" status. The Store favicon field also includes the text "(Max Image Size: 32px X 32px)".

Upload a logo for your store. This would appear on your website and your emails to customers. Select the logo by clicking the button and browsing for the file on your local drives. Once selected, the upload process would only commence as soon as the button (located on the bottom of the page) is clicked. Depending on your browser, you would be able to view the progress from your status bar. **Do not navigate away from the page while the upload is in progress.**




Please note that logos should be in either .JPG or .PNG file formats only.

A favicon is the icon for your website and is displayed on the page tab of your browser. For example, as you can see circled in red below, you will find the favicon for the ShopBox dashboard which is a tiny version of the ShopBox Logo.



Initially, your website would, by default, have the ShopBox favicon set but you can easily upload your own to give your website a personal touch.

Most web browsers can only display favicons in the .ICO file format and can usually support resolutions of no more than 32 pixels by 32 pixels. If you do not already have a favicon within these criteria, you could (at your own risk) use one of the many available free 'favicon generators' which can be searched online and would normally take no more than a couple of minutes to create.

Uploading the favicon would be the same process as uploading the logo. Be sure to  when the file has been selected.

Account & Contact Emails

Account email * <input type="text"/> Email used for shopbox to contact you about your account	Contact email* <input type="text"/> Your customers will see this when you email them (e.g.: order confirmations)
--	---


The ShopBox platform has 2 email fields. During initial setup, these fields would be populated with the email address you provided during the registration process and can be edited to the email addresses you desire.


The *Account Email* address would be used to connect your account with ShopBox. You will use this address to log in to your ShopBox merchant account and will receive any notifications regarding your store and account such as new orders from customers and reminders from ShopBox. Your customers would not be able to see this email address and can be used solely for Store management tasks.

The *Contact Email* would be your public email address and would be displayed on your website under the 'Contact Us' section as well as on invoices. You would use this email for interacting with your customers.

You could use the same email address for both fields or use different email addresses for each to separate one area from the other. It is entirely up to you.

Plan Details

Plan Name Trial	Expiry Date 28 June 2014 
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This is a summary of the plan you are currently signed up on. The  button can be clicked if you wish to renew your plan when close to the expiry date. Any days remaining on your plan would be carried over unless you are upgrading to a higher-tiered plan.

Store Address Details

Store address
 This address will appear on your invoices and will be used to calculate your shipping rates.

Phone

+94

Street

City

Postal / Zip Code

Country*

Sri Lanka

Province

Store Operating Hours

Enter the contact details of your store. This is required for displaying on your invoices and will also be displayed in the 'Contact Us' section of your store. If you have a physical storefront, you could enter your operating hours, or leave it blank.

Social Media Accounts

Social Accounts
 Set up social accounts for the store.

Facebook

f

Twitter

🐦

Google Plus

g+

Youtube

yt

Pinterest

p

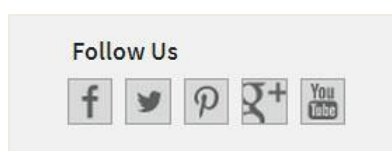
Instagram

ig

Flickr

f

Enter the URLs of your social media pages into their respective fields. These would show up on the footer of your website so that your customers can follow you across all the different types of social media accounts.



Search Engines

Optimising your search engine results is not a mandatory requirement for your website, but would certainly assist with getting your website discovered through online search engines.

Search Engines

Set up the page title, meta description and handle. These help define how this category shows up on search engines.

Homepage title (Max length 70 characters)

Homepage meta keywords (Max length 160 characters)

Homepage meta description (Max length 160 characters)

You could add a title for your homepage (usually your store name), add a few keywords about your homepage and a short description (you could mention what it is you are selling, etc.). All the information entered here would be required at a later stage when you are generating your XML sitemap which would be submitted to the search engines. For more information on that, visit the *'XML Sitemap submission'* section in this user manual, or click the help button on the *XML Sitemap Submission* panel under store settings.

Standards & Formats

Standards & formats

Standards and formats are used to calculate such things as the time an order was placed.

Timezone

This field would be set to Sri Lankan time by default and cannot be changed.

Storefront Password

Storefront password

You can protect your store with a password and show a customized message.

☒ Password protect your storefront

Password*

MyStorePassword

Message for your visitors


Under Construction

You can protect your storefront with a password if you wish to prevent public access to your website for certain situations such as website construction. After you initially complete the registration process, your website would be protected with a unique automatically generated password which you would be able to view from this section.

You may even enter a message such as “Under Construction”, for your website visitors to keep them informed.

If you wish to remove the storefront password to allow public access, just uncheck the ‘Password Protect your storefront’ box or click the launch button you would find at the top of the dashboard page.

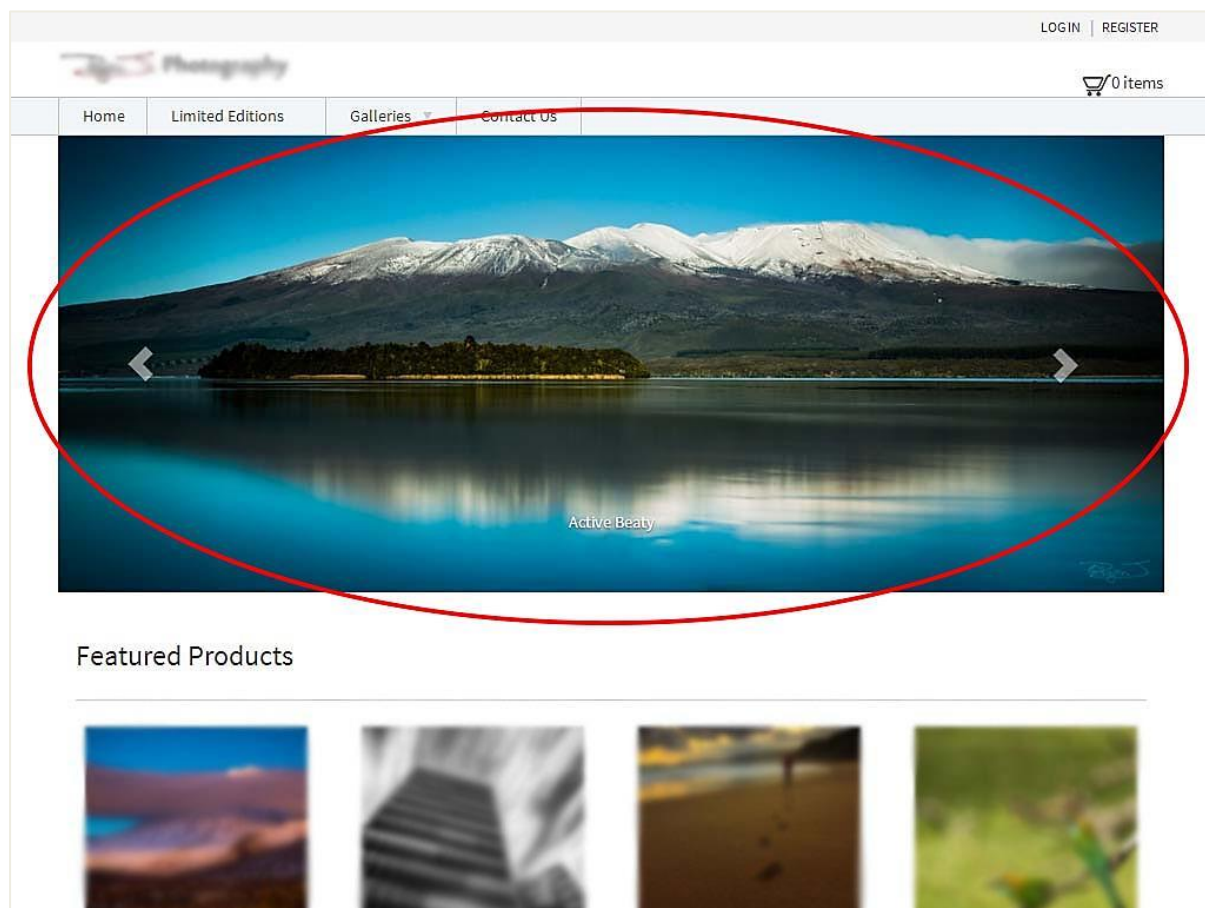
Saving

Once done, be sure to click  to ensure the any changes would be saved.

Changing your Template Settings

Adding a Slider Banner

The sliders banners would be displayed on your home page. The image below shows a website with an example slider banner which is located between the navigation bar and the featured products section.



You could have a single banner or several rotating banners automatically changing between each one.

To add a slider banner, click [+ Add Slider Banner](#) from the *Template Settings* panel.

Title and Description

Create your slider

Give your slider a title and add slider image.

Fields marked * are mandatory

Title

Description


You may add a title and a description to your banner which would appear overlaid on the image. This is not mandatory and can be left blank if desired. The image of the sample slider banner in the previous page shows the title towards the centre-bottom of the image.

Slider Image

Upload an image to be used as a banner. The accepted file types are JPG, PNG. The accepted dimensions are 970 pixels by 400 pixels. It should be noted that if uploading images not within this dimension, some cropping of the image may occur (i.e. parts of the image would be cut off). Please ensure you upload an image within the specified dimensions to avoid any cropping.

Slider Image

Upload image of this slider.


Slider image* 

No file chosen

(Best size: 970px X 400px)

Link URL

Link URL

 Add the link to the page of the product/blog you would like to link to

Banners could be configured to link to a certain page when clicked. All you would need to do is enter the URL of the webpage you would like to link to.

You can enter a link from within your website (a product page, blog page or category) or even link to an external webpage like your Facebook account. A customer who clicks on the banner would be taken to the page specified.

Tip: Upload a banner promoting a sale item and link to that item page so that customers could get more information or view the product. Alternatively, you could just leave the link URL blank if you do not want the banner to link to anything.









Visibility

Visibility
Control if this product can be viewed on your storefront.


☒ **Visible**

☐ **Hidden**

Select whether you would like to have your slider banner visible to the public or not. Visibility of the banners could be viewed straight from the *Template Settings* panel, letting you know which banners you have active allowing you to easily manage the sliders.

	Image	Title	Visibility	
<input type="checkbox"/>		The Beach	Visible	
<input type="checkbox"/>		Garden View	Hidden	
<input type="checkbox"/>		Volcano	Visible	

Saving

Once done, be sure to click  to ensure the slider banner is saved and can be accessed in the *Template Settings* panel.

Editing Sliders


If you wish to make changes to a slider banner like, edit the visibility or change a Link URL, click on the *View Details* icon of the specific slider from the *Template Settings* panel.

Setting up your Categories

Categories are displayed on the navigation bar (apart from 'home' and 'contact us' which are present by default) of your website as shown below. The sub-categories are shown as a drop-down menu from one of the categories.

	Home	Galleries ▼	Limited Editions	Special Offers	Contact Us	
		Nature & Landscapes				
		Wildlife				
		Monochrome				
		Portraiture				

Categories are extremely useful to organise your products, making it easier for your customers to browse through them. It will also help maintain a visually pleasant website.

To add a category, click on the  button from the *Categories* panel on the dashboard.

This action would take you to the 'Add Category' panel where you could begin entering the details for your category.

Category details

Write a name and description for this category.

Fields marked * are mandatory

Title*

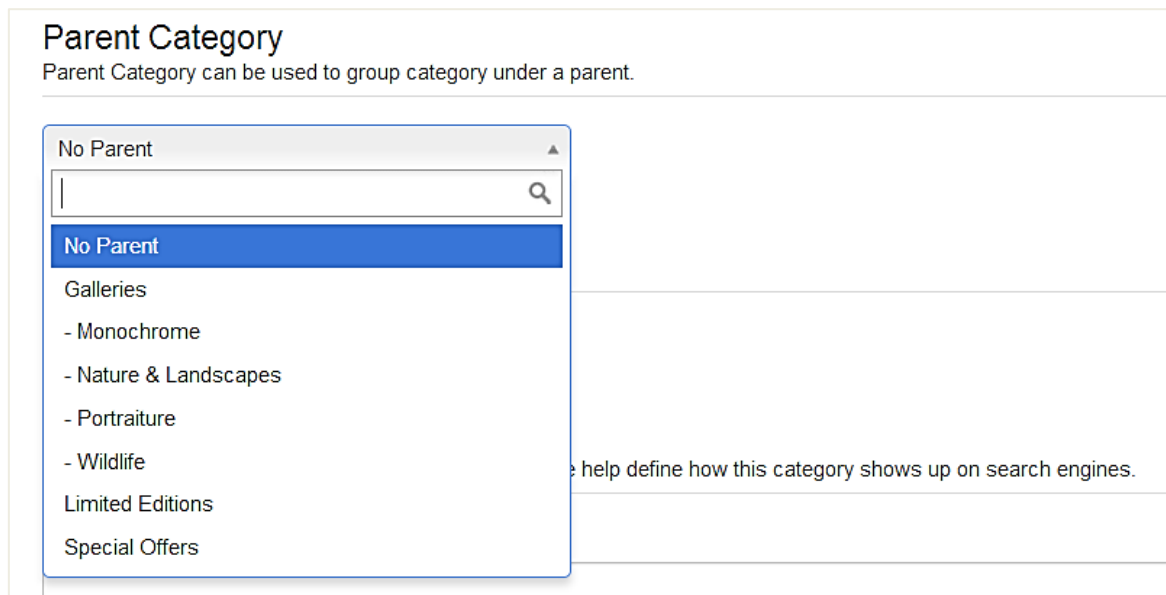
Description

A Normal text ▼
Bold
Italic
Underline
☰
☷
☰
☷

Add a title and an optional description to your category. The title would appear on the navigation bar as shown on the first image of this section and descriptions would be displayed on the category page.

Parent Category

You could then choose to set the category as a parent/main category, or a sub-category of a parent like shown in the first image. If the category you are creating will be a parent/main category, select 'No Parent'.



The screenshot shows a form titled "Parent Category" with a subtitle "Parent Category can be used to group category under a parent." Below the subtitle is a dropdown menu. The menu is open, showing "No Parent" as the selected option. Other options listed are "Galleries", "- Monochrome", "- Nature & Landscapes", "- Portraiture", "- Wildlife", "Limited Editions", and "Special Offers". The dropdown menu has a search icon in the top right corner.

In the above image, categories will be listed with the sub-categories listed under their parent category preceded by a hyphen (-). It should be noted that sub-categories can only be created once a main category already exists. To place a category under a parent, simply select the parent category from the dropdown box.

Sub-categories come in handy when trying to avoid overcrowding the navigation bar with too many category tabs and will also assist in making it easier for your customers to navigate your website.

Featured Image

Select an image you would like to feature as the face of the category. You could see your featured image as a thumbnail on the categories panel of your dashboard and it will be visible to your customers when they click the 'All Categories' link from the footer section of your website.

To upload an image, click [Choose image](#) and browse for the file you wish to upload from your device.

Note: Only JPG and PNG file types are permitted.

Alt Text, or Alternative Text, is optional and will be shown in the event an image is unable to load due to a customer's slow internet connection for example.

Search Engines

Optimising Search Engine results is not a mandatory requirement, for your website, but would certainly assist with getting your website discovered through online search engines.

Search Engines

Set up the page title, meta description and handle. These help define how this category shows up on search engines.

Page Title (Max length 70 characters)

Meta Keyword (Max length 160 characters)

Meta Description (Max length 160 characters)

SEO URL

You could add a title (or use the same title as the category), add a few keywords about this category and a short description (which again, could be the same as the category description). The SEO URL would, by default, use the title you have given to your category. And that's it. All the information entered here would be used when generating your XML sitemap which would be submitted to the search engines. Be sure to read the '*XML Sitemap submission*' section in this user manual, or click the help button on the *XML Sitemap Submission* panel under store settings for more information.

Display Order

You can control the order in which your categories appear. The system has a numerical sortation order to determine which categories would appear on the navigation bar first.

Display Order

Use the sort order function to determine the order at which your categories will be displayed on the navigation panel.

Sort Order

Enter a numerical value of one (1) to have a category appear first (just after the 'Home' tab), and two (2) for another category to appear just after the first and so on. The sortation order would even apply to sub-categories.

It should be noted that the default value would be 1 for any category. If left unchanged, the categories would be sorted by the order at which the categories were created. I.e. The first category created would appear first on the navigation bar, followed by the second category created and so on.

You will be able to view the sortation numbers of all your categories from the category panel on your dashboard.


Visibility

Visibility
Control if this category can be viewed on your storefront.

☒ **Visible**
☐ **Hidden**

You can control whether you would like this category to be visible on your website immediately after saving or save and keep it hidden for activation at a later time. Categories will be visible by default, so if you would like it to be hidden, simply select the 'Hidden' option prior to saving.

Saving

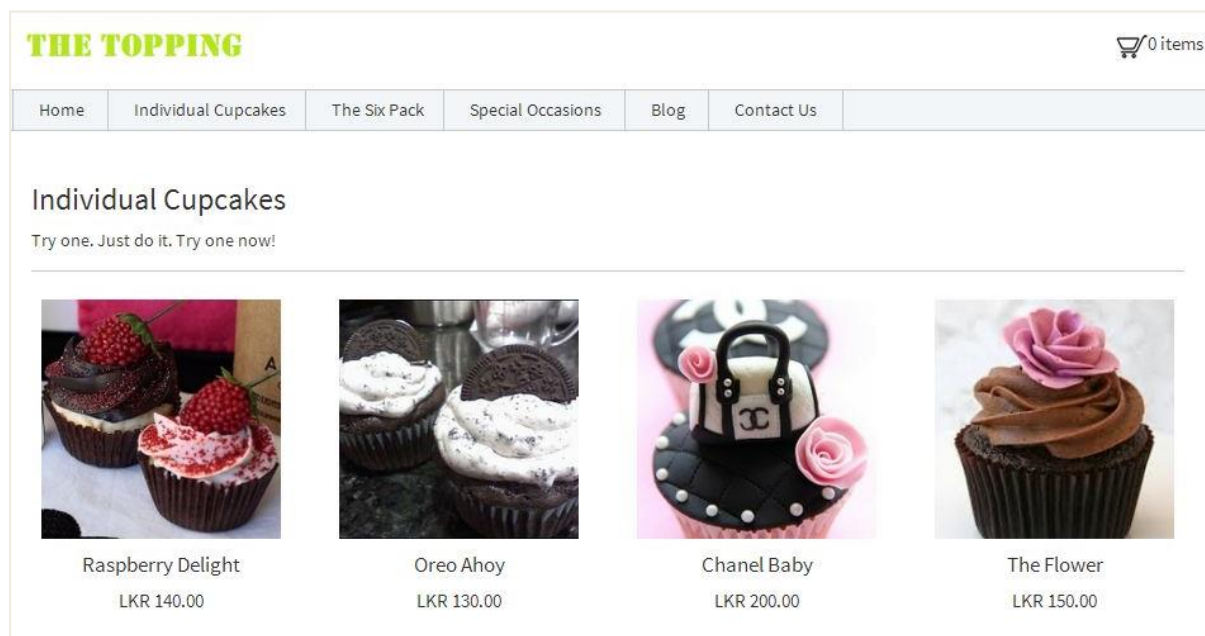
Once done, be sure to click  to ensure the category is saved and can be accessed in the *Categories* panel.

Editing Categories

If you ever wish to edit any of your categories, visit the *Category* Panel in your dashboard and select the category you wish to edit by clicking on the appropriate category name.

Adding a Product

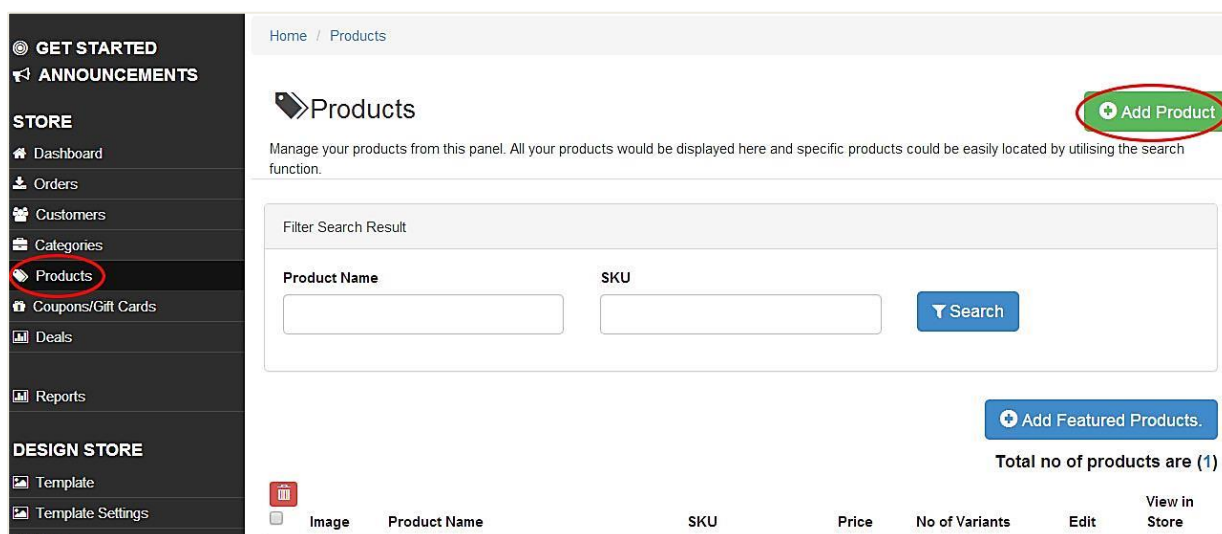
Products are displayed under relevant categories or featured on your home page. Below is a screenshot of how products are displayed on one of our templates.



Important: If you have not created a category and/or associated sub categories, please complete that step prior to proceeding any further.

Start adding products

Select *Products* Panel on the ShopBox dashboard and then 'Add Product'.



Product name and description

Product details

Write a name and description, and provide a type and vendor to categorize this product.

Fields marked * are mandatory

Product Name / Title*

The Hershey

Describe your product

A Normal text ▼
Bold
Italic
Underline

-
-
-
-

Chocolate cupcake filled and frosted with vanilla buttercream, sprinkled with chocolate crumbs and mini chocolate chips. Topped off with a chunky slab of Hershey chocolate - Magic in your mouth!

This information of your product will be visible to your customers.

Complete additional information for your product

Before continuing, it is important to note that products could be added as a single item type (E.g. a cupcake) or could contain several options/variants (E.g. a T-shirt can have several size variants such small, medium and large). If your product contains variants, please pay attention to any **Variants** notes which would contain additional instructions for variants when completing the following fields. Ensure you also decide which of your variants you would designate as the 'Main' variant which would be the default option displayed when the product is clicked/accessed.

Product Code & Price

Define product code number, and enter selling price.

Product Code / SKU*

Barcode (e.g. UPC, ISBN)

Cost Price ⓘ

Selling Price*

Discount on Selling Price

Net Price

Product Code / SKU: A Stock Keeping Unit (SKU) is for your own reference of your product and would be a unique code you should designate each of your different products (Example: For Raspberry Delight, an SKU could be RBD001). **Variants:** Each variant, too, would have its own unique SKU, this could be in the form of an additional letter designating each variant (E.g. add an 'S' for small). For this field, you should enter a separate unique product code which could be used to define the entire grouping of the product.

Barcode: Optional code could be entered if your products have any barcode units such as UPC or ISBN.

Cost price: Optional –This is not visible to customers and is only used for your reference.

Selling price: This is a Mandatory field (all prices are denoted in LKR). **Variants:** If you have differently priced variants, please enter the price for the main variant. The individual variant prices will need to be input under the variants section.

Discounts on Selling Price: If your product will be on discount, you may input the value of the discount in this field to denote that this product is on discount with the net price displayed (as shown in the example below). **Variants:** Please enter the discount as featured in your main variant.



Net price: This will be calculated automatically and displayed to your customers. It will normally be the same as the selling price unless a discount has been entered, at which point it will display the difference between the selling price and the discount amount.

Taxes and Shipping Weight	
<input type="checkbox"/> Taxable Product (Tick this checkbox, if this product is a taxable goods)	Product Weight (kg.) <input type="text" value="0"/> (This weight will be used to calculate shipping amount)

Taxable product: Please select this checkbox, only if you are required to collect taxes on this product. It is the merchant's responsibility to determine whether any of their sales are liable for VAT or other taxes. Please ensure that you have included the correct taxation figures under Taxes. By default, taxes would be calculated and added to the Total price of the product. If you are already including tax in your displayed price, you can change this option in the *Taxes Panel* found under store settings.

Product Weight: This is in kilograms and should be filled if you offer delivery of your product with your shipping fees dependent on the weight of the product. **Variants:** Enter the weight of your main variant.

Inventory / Stock

☒ Track inventory for this product

Quantity in Stock

☐ Allow customers to purchase this product, even if it is not in stock.

Track Inventory: If you would like the platform to track your stock, please tick the 'Track Inventory for this product' checkbox. Once clicked, enter a value in the 'Quantity in Stock field' (**Variants:** please leave the 'Quantity in Stock' field at 0 if you have variants. The variants will have individual stock quantities which will be added in the *Variants/Options* section.)

The information on stock quantity will be used to automatically track the number of stock you have remaining in your inventory as orders are made. You will be able to view your stock levels from your *Products Overview Report* in the *Reports Panel*.

If your inventory level reaches 0, your product would automatically display 'SOLD OUT' for that specific product or option. If you wish to allow purchases even if stock levels reach 0, click the 'Allow customers to purchase this product, even if it is not in stock' checkbox.

Variants/Options

As explained earlier, variants (or options) are used if you have products which come in several variations of sizes, colours or types of materials (For example, a pair of shoes of a particular design can come in a variation of shoe sizes).

Variants / Options

☐ This product has multiple options e.g. Multiple sizes and/or colors

Select the 'This product has multiple options' checkbox (shown above) if your product contains any options/variants (If you do not have any variants, leave this box unchecked and continue on to the next section). When selected, the following will be displayed:

Variants / Options

☒ This product has multiple options e.g. Multiple sizes and/or colors

Option Name	Option Values
<input type="checkbox"/> Size / Weight	<input type="text"/> (Enter any number of size/weight separated by a comma)
<input type="checkbox"/> Color	<input type="text"/> (Enter any number of colors separated by a comma)
<input type="checkbox"/> Material	<input type="text"/> (Enter any number of materials separated by a comma)

☐ Generate variants based on the options defined above.

Select the options you would like to activate (by ticking the checkbox) and type in and enter the values as shown below:

Option Name	Option Values
<input checked="" type="checkbox"/> Size / Weight	<div>Small x Medium x</div> <div>Large</div> <div>(Enter any number of size/weight separated by a comma)</div>
<input type="checkbox"/> Color	<div></div> <div>(Enter any number of colors separated by a comma)</div>
<input type="checkbox"/> Material	<div></div> <div>(Enter any number of materials separated by a comma)</div>

☐ Generate variants based on the options defined above.

After selecting your options and entering the corresponding values, select the 'Generate variants based on the options above' checkbox.

☒ Generate variants based on the options defined above.

Select which variants will be created

Variant	Product Price	Discount Price	Net Price	SKU (Optional)	Barcode (Optional)	Weight	Quantity (Optional)	Main
<input checked="" type="checkbox"/> Small						0	0	<input checked="" type="radio"/>
<input checked="" type="checkbox"/> Medium						0	0	<input type="radio"/>
<input checked="" type="checkbox"/> Large						0	0	<input type="radio"/>

After the variants are generated, you may enter the Pricing details, SKU, Barcode, Weight and quantity for each of your variants (as seen in the screenshot above). It is here that you would also be able to designate which would be the main variant to match some of the information entered in the earlier section.

If you have opted to track inventory for this product, you would need to enter the quantity in stock of each variant in the Quantity fields of the respective variant.

Note: It is important you generate all your variant options prior to saving as no new options can be added when returning to edit the product. (E.g. if you generated size variants only, you will not be able to add any color variants if you return to edit the product after saving).

Selecting a Category and Entering Product Tags

Categories

Categories can be used to group products together.

x Special Occasions

By selecting a category, you will place your product in an appropriate section of your online store. Click on the text box to view all available categories or start typing to search for specific categories. Select a category by clicking on it. You can feature the same product in several categories of your store by selecting multiple categories.

Note: If you have not created a specific category beforehand, you will need to create that category from the *Categories* Panel before proceeding. You could save your product at this point without entering a category (click save on the bottom of the page), and return to edit the product after you have created the specific category to enter it into this section. Your product would not be displayed on your storefront until a category has been selected.

Tags

Tags can be used to search your product at your store.

Cupcakes x Cakes x Cake x Chocolate x Chocolate Chip x Baked

(e.g. Little, Littles, Little's)

Tags (key words) are useful to help customers locate certain items when they search your website. To add a tag, simply type the word (or words) and hit enter.







Product Photos

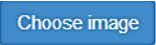
The importance of selecting good pictures cannot be understated in presenting your products to your clients.

Product Photos

Upload multiple photos of this product.

Choose Image

Image	Main	Alt	Delete
		<input type="text"/>	
		<input type="text"/>	

To upload an image, click  and browse for the file you wish to upload from your device.

Note: Only .JPG and .PNG file types can be uploaded.

You may upload several images for a product. Select an image you would like to designate as the main image. This main image will be featured as the thumbnail for the product and would be the first image seen when the product is selected.

'Alt Text' is optional and will be shown in the event an image is unable to load due to a customer's slow internet connection, for example. The alt text would also be displayed when a user points at the image with the mouse.

Search Engine

Search Engine optimisation is not a mandatory requirement for your website, but would certainly assist with directing web traffic through online search engines.

Search Engines Friendly

Set up the page meta title, meta keywords and meta description. These details will help to search engines for list your product.

Page Title (Max length 70 characters)

Meta Keyword (Max length 160 characters)

Meta Description (Max length 160 characters)

SEO URL

You could add a title (or use the same title as the product), add a few keywords about this product and a short description of the product.

The SEO URL would, by default, use the title you have given to your product. All the information entered here would be used when generating your XML sitemap which would be submitted to the search engines. Be sure to read the '*XML Sitemap submission*' section in this user manual, or click the help button on the *XML Sitemap Submission* panel under store settings for more information.

Visibility


Visibility

Control if this product can be viewed on your storefront.

☒ Visible (as of 2014-06-13 09:14 pm)


☐ Hidden

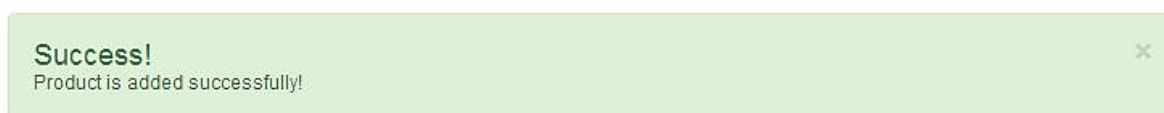
Set Publish Date & Time



You can control whether you would like this product to be visible on your website immediately after saving or save and keep it hidden for activation at a later time. You could even select a date and time to automatically publish the product so that it can be visible to the public. Products will be set to visible by default, so if you would like it to be hidden, simply select the 'Hidden' option prior to saving.

Saving

Once done, be sure to click  to ensure the product is saved and can be accessed in the *Products* panel.



Once you have saved your product, you will see the "Success!" banner (as shown above).

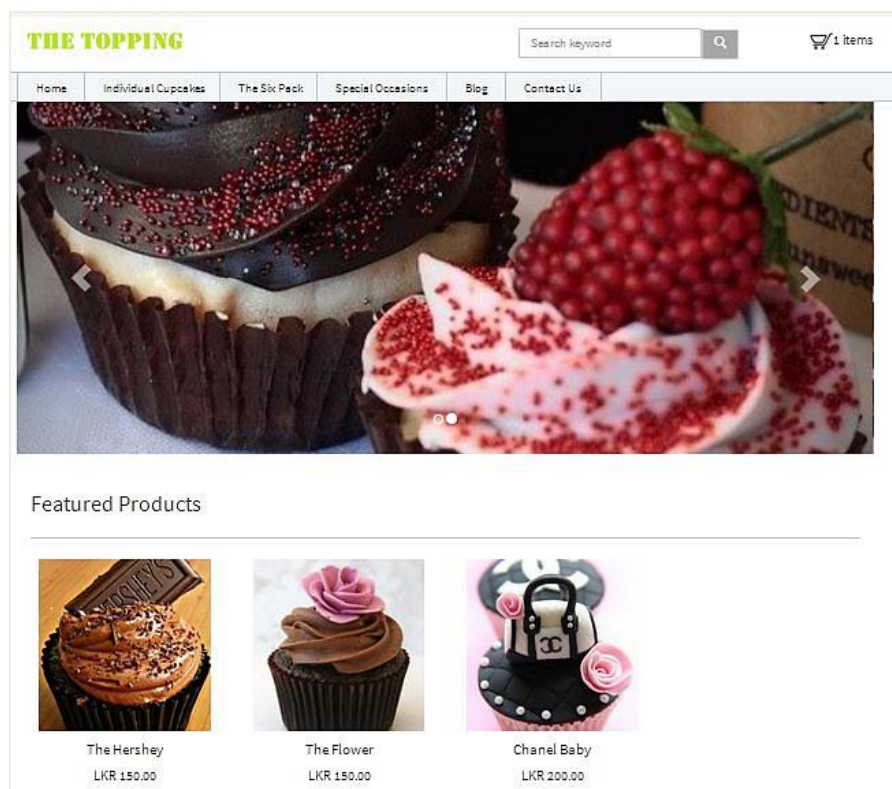
Editing Products

If you ever wish to edit any of your products, visit the *Product* Panel in your dashboard and select the product you wish to edit.

Note: As mentioned earlier, no new variant options can be added during editing. You would be required to delete all the variants and start the variants section over again.

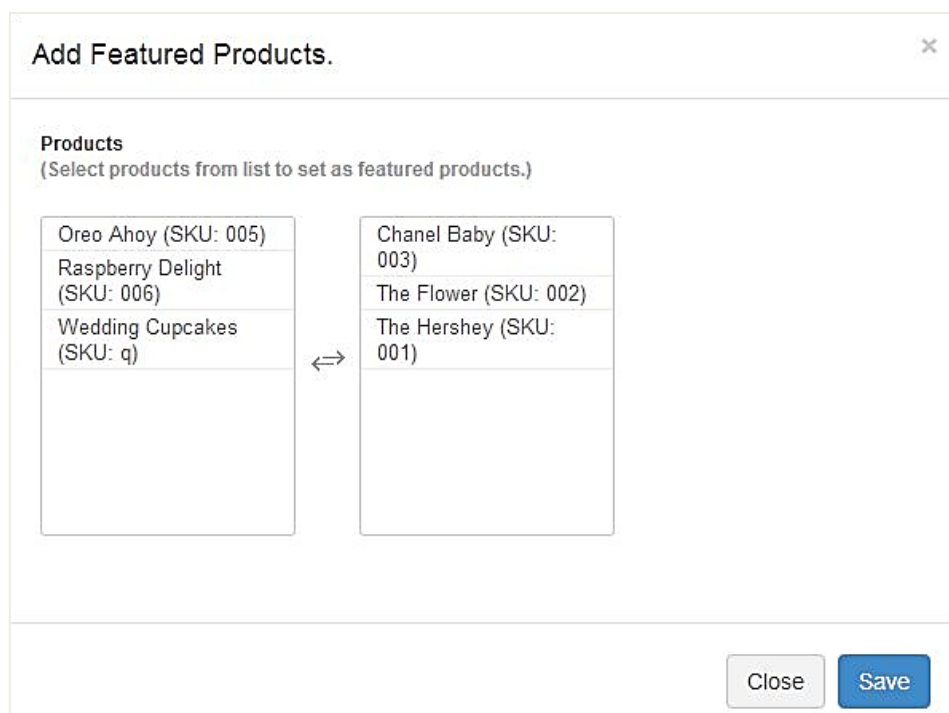
Featured Products

Once you have added your products, you may opt to highlight a select number of products as 'Featured'. Your featured products will be prominently listed on your home page as shown in the following screenshot.

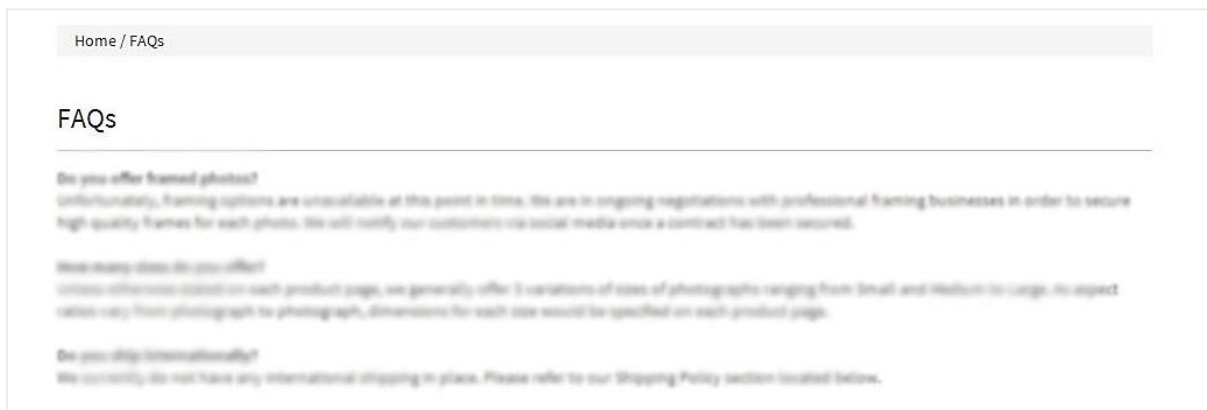


To feature a product, select the **Add Featured Products.** button from the *Products Panel*.

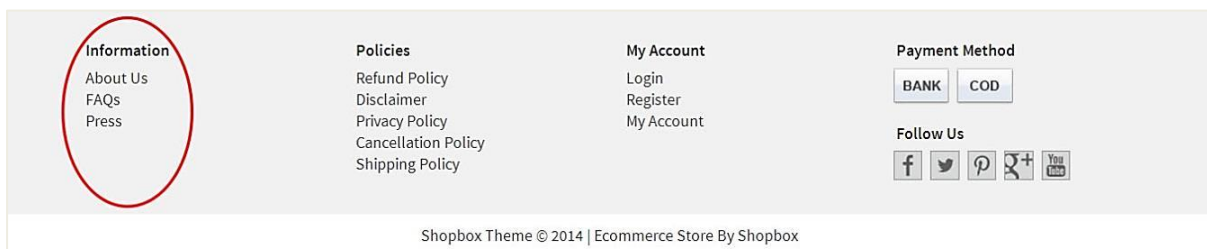
By clicking on the respective products, you can set/remove products as being featured. Be sure to click the **Save** button to save any changes to your featured products.



Adding a Page



A page is useful for adding further details about your store. The pages would be listed on the footer section of your website under 'Information' (as shown below):




Pages should be related to letting your customers know more about your store. Examples of pages would be:

- About Us
- FAQ's
- Sizing Charts
- Careers
- Press Releases

Remember, your policies such as Shipping and Refunds would be added in the *Store Terms & Policies* settings page found under *Settings>Store Settings>Store Terms & Policies*.

It is recommended to avoid overcrowding the Information section with too many pages with six being the ideal maximum. For your own discussion articles, please note that we also provide a blog feature which is available on certain packages.

To add a page, click on the  button in the *Pages* panel on the dashboard.

Page Details

Write your page

Give your page a title and add your page content.

Fields marked * are mandatory

Title*

e.g. Sizing chart, FAQs

Content

A Normal text ▼

Bold

Italic

Underline

☰

☷

☰☷

☰☷☷

Give your page a name in the title section and enter your intended content into the content section.

Search Engines

Optimising search engine results is not a mandatory requirement for your website, but could certainly assist with getting your website discovered through online search engines.

Search Engines

Set up the page title, meta description and handle. These help define how this category shows up on search engines.

Page Title (Max length 70 characters)

Meta Keyword (Max length 160 characters)

Meta Description (Max length 160 characters)

SEO URL

http://shopbox.com/categories/

You could add a title (or use the same title as the page), add a few keywords about this page and a short description of what the page is about. The SEO URL would, by default, use the title you have given to your page. And that's it. All the information entered here would be used when generating your XML sitemap which would be submitted to the search engines. Be sure to read the '*XML Sitemap submission*' section in this user manual, or click the help button on the *XML Sitemap Submission* panel under *Store Settings* for more information.

Visibility

Visibility


Control if this category can be viewed on your storefront.

☒ **Visible**

☐ **Hidden**

You can control whether you would like this page to be visible on your website immediately after saving or save and keep it hidden for activation at a later time. Pages will be set to visible by default, so if you would like it to be hidden, simply select the 'Hidden' option prior to saving.

Saving


Once done, be sure to click  to ensure the page is saved and can be accessed in the *Pages* panel.

Editing Pages

If you ever wish to edit any of your pages, visit the *Pages* Panel in your dashboard and select the page you wish to edit by clicking on the appropriate page name.

Setting up Shipping Rates

The shipping module determines the shipping cost customers would see for the items they order appearing on the checkout stage of their purchase transaction. It will also restrict delivery to only the locations you designate to prevent any orders for delivery outside of your delivery areas.

Home / Cart				
Item	Description	Quantity	Price	Total
	[Redacted] SKU: [Redacted] Size: Small	1	LKR 500.00	LKR 500.00




Sub Total	LKR 500.00
Tax (12.50 %)	LKR 62.50
Shipping Method	Shipping
Shipping	LKR 100.00
Total	LKR 662.50

Whether you offer shipping for free, have a constant shipping rate, or charge variable shipping rates according to certain parameters; the shipping module will allow you to customise your shipping rates accordingly.


Rates for shipping are usually determined by the courier you have partnered with. Please ensure you are aware of the shipping charges before proceeding with determining a pricing strategy for shipping.

Selecting Your Shipping Type

Select the type of shipping your store would offer. i.e. **Pick up from Store** or **Ship by Shipping Agency** or both.

 Shipping
  Taxes
  Staff Access


[← Go Back To Dashboard](#)

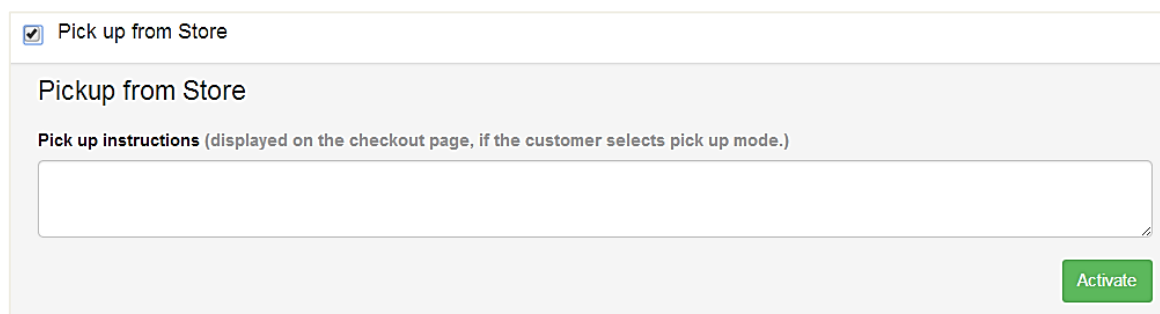
 View Your Store


☐ Pick up from Store

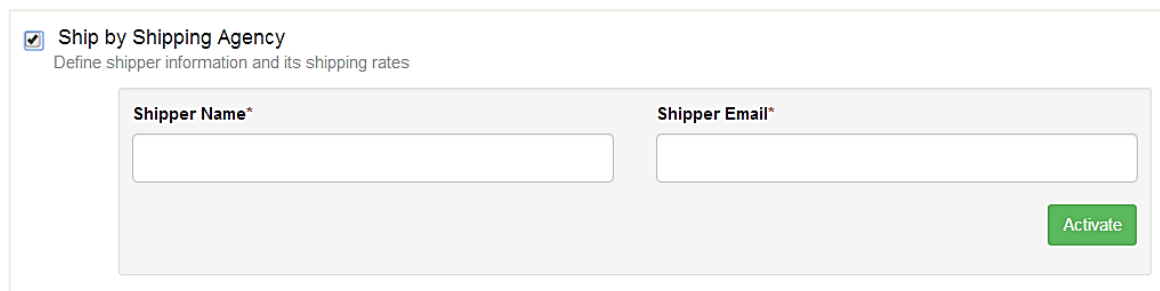
☒ Ship by Shipping Agency

 Define shipper information and its shipping rates

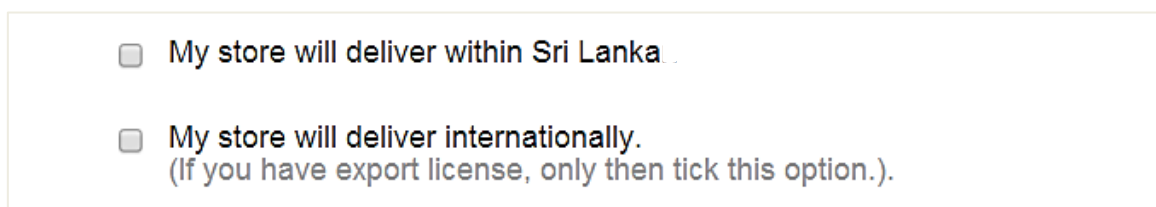
If you are offering *Pick up from Store*, all you would need to do is enter some instructions for the customer into the text box (pictured below) such as 'Contact us with your order number to arrange a pick up time' and click  .



If you are offering shipping to your customer, select 'Shipping by Shipping Agency' where you would be required to enter the name of the shipper and the email address specified by the shipper to use when notifying them of a shipment ready to be dispatched and taken to your customer. Click  to save these details.



Next, you would select where you would ship your products to: locally or internationally.




To determine where you will be able to ship is your responsibility and whether you have an agreement with the courier to ship internationally. It should also be noted that Sri Lanka may require licensing and fees when commercially shipping overseas, so please refer to the relevant authorities for clarification.

Setting up shipping rates

Your courier agency would have provided you with the rates for shipping your products. Ensure you have that document ready to continue with this step. The courier would determine the rates for shipping products of varying weights/prices and destinations. We would need to enter those rates in order to automatically determine the shipping costs when a customer is ordering a product for delivery.

☒ My store will deliver within Sri Lankan

 **For Sri Lanka Shipping Rates**

Activate shipping rates based on

☐ Order Amount ☒ Order Weight

Create Zone

Shipping Rate (Amount Wise - LKR)

Shipping Rate (Weight Wise - Kg.)

Create zone list.

Zone

List of cities

☐ My store will deliver internationally.
(If you have export license, only then tick this option.).

Firstly, you would need to check the shipping rates document to determine whether the shipper is charging by weight or by amount (total price of order) and select the appropriate option.

Select Criteria

☒ Shipping rates based on **Order Amount** ☐ Shipping rates based on **Order Weight**

You would then be required to create your delivery zones. Zones consist of the cities/locations which fall under the same delivery rates.

Create Zone

Shipping Rate (Amount Wise - LKR)

Shipping Rate (Weight Wise - Kg.)

Create zone list.

Zone

List of cities

Click on the **Create zone list.** button to create a zone and list which cities would belong to that zone. Select the cities from the left panel to add to the zone list on the right panel and be sure to click **Save**.

For example, if shipping to Colombo, Wattala, Kelaniya and Dehiwala-Mt. Lavinia and Kotte are the same rates, group them into a single zone and so on for the other cities within your delivery range.

Create zone now.

×

Select the cities from the left panel to add to the zone list on the right.

Zone Name*

Zone 1

Negombo

Nuwara Eliya

Panadura

Peliyagoda

Point Pedro

Puttalam

Ratnapura

Sigiriya

Talawakele

Tangalle

Colombo

Dehiwala-Mount Lavinia

Kelaniya

Sri Jayawardenapura

Kotte

Wattala

Select Cities

Close

Save

Note: Undesignated cities would mean shipping would not be available to those locations and your customers would not be able to select them during the checkout process (as shown below).

123 Example Street

Country*

Sri Lanka

Province

Western

City

Colombo

Select City

Colombo

Dehiwala-Mount Lavinia

Kelaniya

Sri Jayawardenapura Kotte

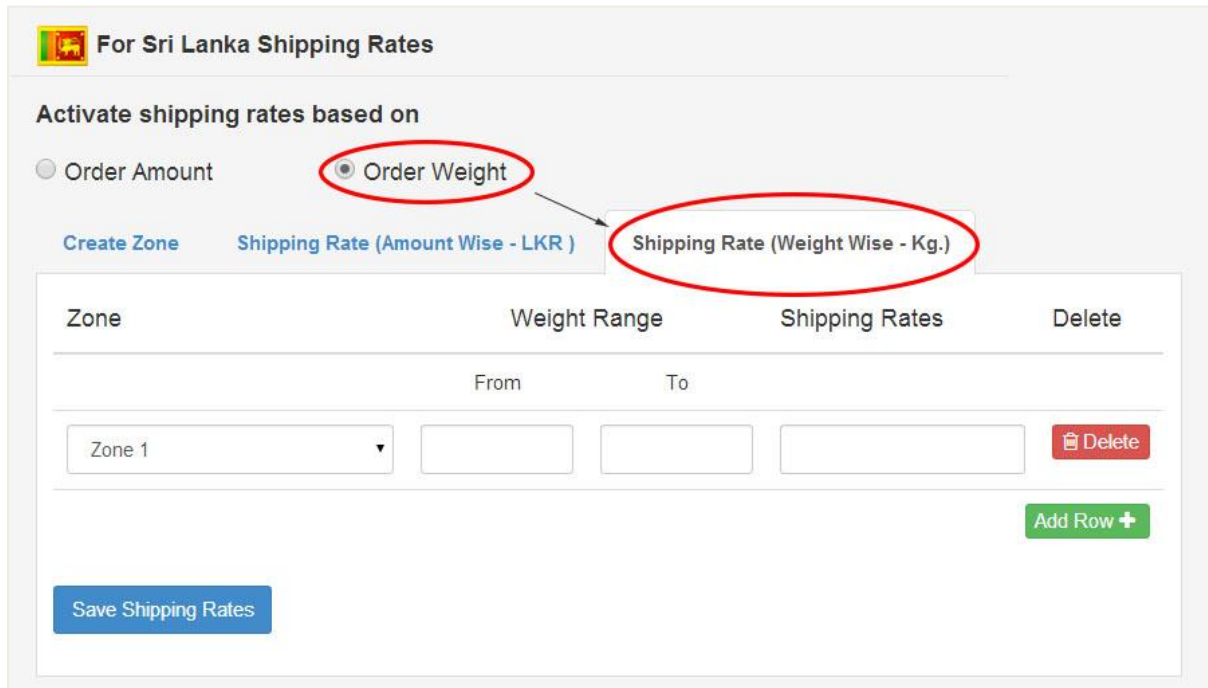
Wattala

Zip

Check

To enter the rates for each zone, select the appropriate shipping rate tab, i.e. either to calculate shipping by the total price of the order (amount-wise) or by the weight of the order (weight-wise) depending on which rate you selected to activate.

In the example shown below, the user decided to activate the shipping rate based on order weight, so the user would then need to select the shipping rate tab (weight-wise) to enter the values for this rate.



For Sri Lanka Shipping Rates

Activate shipping rates based on

☐ Order Amount ☒ Order Weight

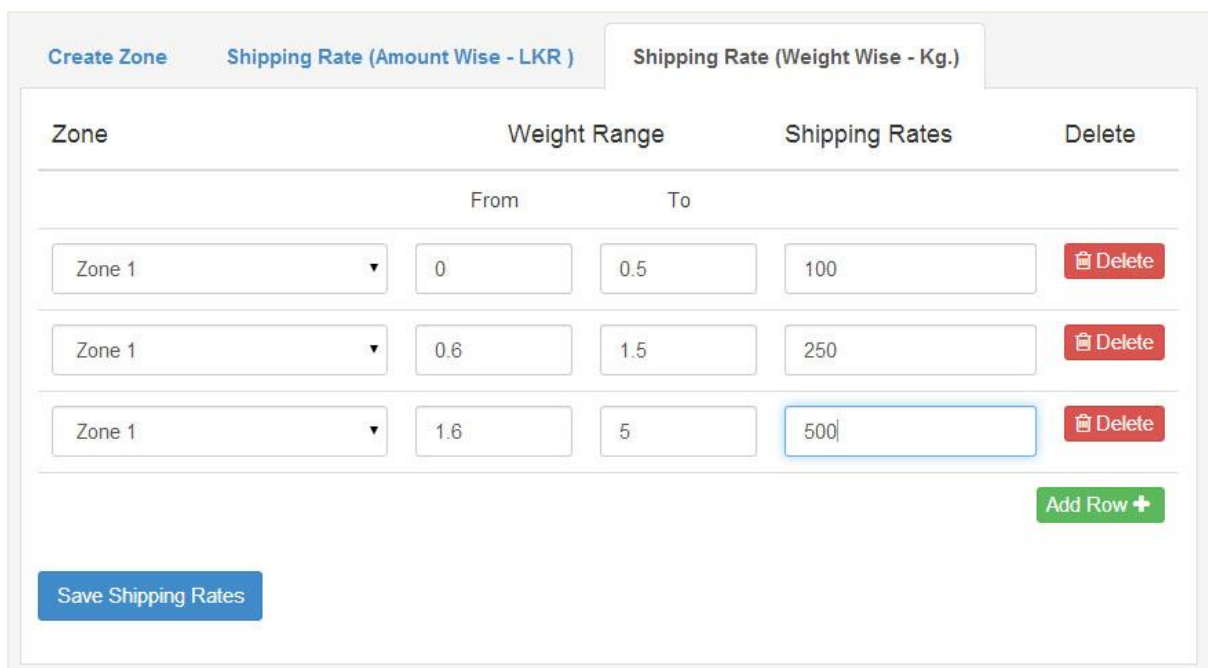
Create Zone Shipping Rate (Amount Wise - LKR) Shipping Rate (Weight Wise - Kg.)

Zone	Weight Range		Shipping Rates	Delete
	From	To		
Zone 1				Delete

Add Row +

Save Shipping Rates

Then, set the different rates for each zone by entering the rate for their respective weight range as shown below. (Please note that if you would have several delivery zones, you would need to set the rates for each weight range within the respective zones.)



Create Zone Shipping Rate (Amount Wise - LKR) Shipping Rate (Weight Wise - Kg.)

Zone	Weight Range		Shipping Rates	Delete
	From	To		
Zone 1	0	0.5	100	Delete
Zone 1	0.6	1.5	250	Delete
Zone 1	1.6	5	500	Delete

Add Row +

Save Shipping Rates

After you set the rates, be sure to click

[Save Shipping Rates](#)

Note: Ensure that the weights are added for each product in the *Products* panel to ensure correct shipping rates will be calculated and displayed (as shown below).

Taxes and Shipping Weight

☐ Taxable Product
(Tick this checkbox, if this product is a taxable goods)

Product Weight (kg.)

0

(This weight will be used to calculate shipping amount)

For international shipping, the setting up of rates would be exactly the same as the steps outlined above apart from the list of countries instead of cities.

Create zone now.

Select the countries from the left panel to add to the zone list on the right.

Zone Name*

International Zone 1

Select Countries

Saint Vincent and the Grenadines

Samoa

San Marino

Sao Tome and Principe

Saudi Arabia

Senegal

Serbia and Montenegro

India

Maldives

Singapore

Thailand

Close

Save

Note: For international shipping, there may be additional charges faced by your customers in the form of duty or import taxes. This should be made clear to your customers in your shipping policy.

Editing your shipping rates

You would always be able return and edit your shipping rates through the *Shipping* settings panel at any time. Be sure to remember to update your rates if ever there is a change in delivery pricing from your courier agency.

Free shipping zones?

If you intend to offer **free** delivery for your customers, place the cities for which free delivery would apply into a single zone (If you intend to offer island-wide free delivery, group all cities into the single zone). Do not set the shipping rate for this zone, all deliveries to these cities, would show up as free during checkout. Offering free delivery may be a useful strategy to help increase your sales.

Zone Name*

Free Delivery Zone

Ambalangoda

Ampara

Anuradhapura

Avissawella

Badulla

Balangoda

Bandarawela

Batticaloa

Beruwala

Select Cities

Colombo

Dehiwala-Mount Lavinia

Kelaniya

Sri Jayawardenapura

Kotte

Wattala

Activate shipping rates based on

☐ Order Amount
 ☒ Order Weight

Create Zone

Shipping Rate (Amount Wise - LKR)

Shipping Rate (Weight Wise - Kg.)

Create zone list.

Zone	List of cities	
Free Delivery Zone	Colombo Dehiwala-Mount Lavinia Kelaniya Sri Jayawardenapura Kotte Wattala	<div>Edit</div> <div>Delete</div>

Still confused?

Carefully follow the steps in the manual and you should be able to complete setting up this section with minimal trouble. However, if you are still finding things a little difficult to understand, please contact the ShopBox support team by telephone or email and we would be happy to help explain the steps to you or answer any of your questions.


Setting up your Payment Options

Payment options require setting up to designate the different types of payment you choose your store to accept.

Firstly, access 'Payment Options' under the Settings Tab.

You will be able to see the available payment options for your store (this is based on your ShopBox package).

Visa/MasterCard - Internet Payment Gateway (IPG)


<input checked="" type="checkbox"/>		Visa / Master Card	Accept VISA or MasterCard Credit Card Payments using Sampath Bank secure payment gateway.
			Activate

Select this option to make use of the Internet Payment Gateway (IPG) to accept VISA or MasterCard debit and credit card payments for your online store.

Bank Transfer

Update your bank information to enable your customers to pay you directly to your bank account.

Please ensure that this information is complete and includes all the details necessary for your customers to deposit or transfer the payment to your account.

<input checked="" type="checkbox"/>		Bank Transfer / Deposit	Provide customers with instructions to pay outside of your web store through bank transfer.
<div> <div>Bank Transfer</div> <div> Payment instructions (displayed on the thank-you page, after the customer has completed their order) </div> <div> Deposit to following account at Example Bank: A/C Name: Store Name A/C #: 1234567890 Branch: Example Please enter order details in description </div> <div>Activate</div> </div>			

Once you are satisfied with the information, you may click 'Activate'. This information will be visible to customers who opt to pay by Bank Transfer/Deposit.

On completion of checkout, your customers would be requested to email you a copy of the deposit/transfer receipt along with the order details which you would then be able to use to confirm the receipt of the payment at your bank.

Cash On Delivery

If selecting Cash on Delivery (COD), you may provide vital information to customers who opt to pay via this method. Please ensure that your channel for delivery (third party/shipper) supports this method of payment. Add any instructions for your customers to note when utilising this payment method.

<input checked="" type="checkbox"/>		Cash On Delivery (COD)	Allow customers to make Cash on Delivery payments. If using a third-party shipper, please make sure that they are able to facilitate this transaction.
-------------------------------------	---	-------------------------------	--

Cash On Delivery (COD)

Payment instructions (displayed on the thank-you page, after the customer has completed their order)

Please be available to accept order and payment should be made to courier


Activate

Deactivating payment options

To deactivate any payment option, select the corresponding 'Deactivate' button.

Accept payments

Choose a payment method(s) which your customers could use to make the payment for their orders.


<input checked="" type="checkbox"/>		Bank Transfer / Deposit	Provide customers with instructions to pay outside of your web store through bank transfer.
-------------------------------------	---	--------------------------------	---

Bank Transfer

Payment instructions (displayed on the thank-you page, after the customer has completed their order)

Bank Name: Example
Account No: 123-123456-123

Deactivate

<input checked="" type="checkbox"/>		Cash On Delivery (COD)	Allow customers to make Cash on Delivery payments. If using a third-party shipper, please make sure that they are able to facilitate this transaction.
-------------------------------------	---	-------------------------------	--

Cash On Delivery (COD)

Payment instructions (displayed on the thank-you page, after the customer has completed their order)

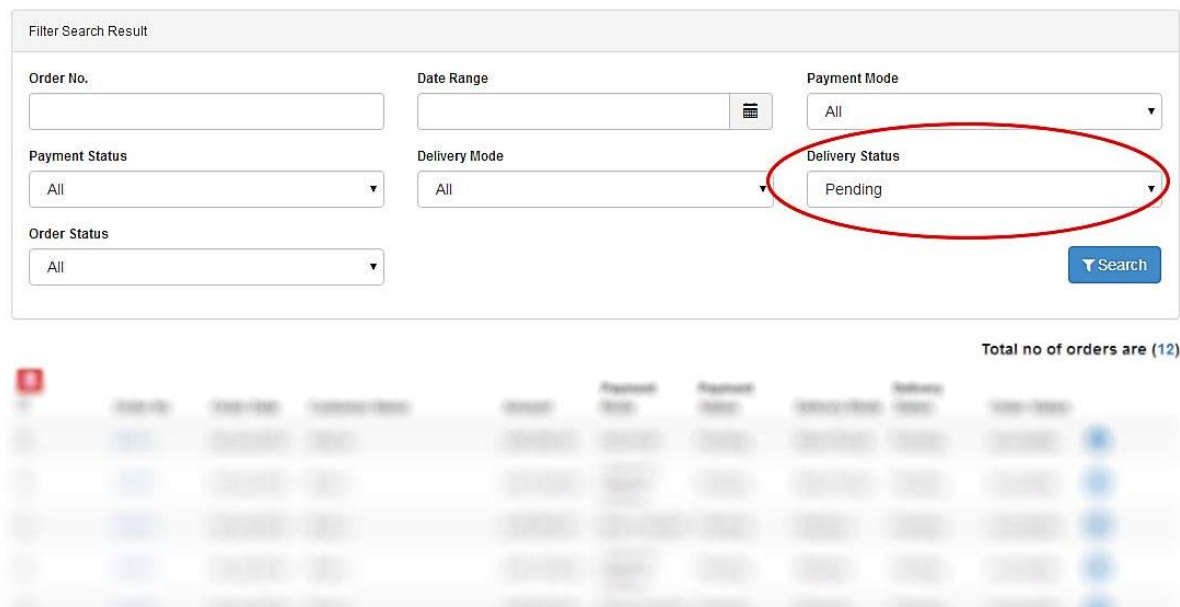
Please pay the courier company in full and sign as acceptance of delivery/payment

Deactivate

Managing Order Statuses

Whenever customers place an order on your website, you will be notified immediately by email and all of your orders would be available on your *Orders* dashboard panel.

Specific orders could be located by refining the criteria on the search function available on the top of the panel. For example: if you would like to locate orders which are pending shipment, you could select “pending” under delivery status and click search.



Filter Search Result

Order No.

Date Range

Payment Mode

Payment Status

Delivery Mode

Delivery Status

Order Status

Total no of orders are (12)

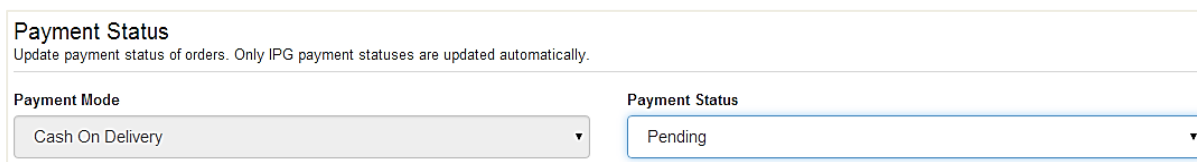
Order No.	Order Date	Customer Name	Amount	Payment Mode	Payment Status	Delivery Mode	Delivery Status	Order Status
1	2014-01-01	John Doe	1000	Cash On Delivery	Pending	Standard	Pending	Active
2	2014-01-02	Jane Smith	500	Credit Card	Completed	Standard	Delivered	Active
3	2014-01-03	Mike Johnson	200	Cash On Delivery	Pending	Standard	Pending	Active
4	2014-01-04	Sarah Brown	750	Credit Card	Completed	Standard	Delivered	Active
5	2014-01-05	David Wilson	300	Cash On Delivery	Pending	Standard	Pending	Active
6	2014-01-06	Emily Davis	1500	Credit Card	Completed	Standard	Delivered	Active
7	2014-01-07	Chris Miller	400	Cash On Delivery	Pending	Standard	Pending	Active
8	2014-01-08	Alice Taylor	600	Credit Card	Completed	Standard	Delivered	Active
9	2014-01-09	Bob White	250	Cash On Delivery	Pending	Standard	Pending	Active
10	2014-01-10	Grace Green	900	Credit Card	Completed	Standard	Delivered	Active
11	2014-01-11	Frank Black	1200	Cash On Delivery	Pending	Standard	Pending	Active
12	2014-01-12	Chloe Grey	350	Credit Card	Completed	Standard	Delivered	Active

To view/manage an order, click on the corresponding order number. All the details regarding the order are displayed in the order page.

Updating order statuses

Managing your orders involve updating statuses which are necessary for automated email messages to be generated and sent to the customers and the shipping agency, and it will also be required for accounting and reporting purposes.

Payment status



Payment Status
Update payment status of orders. Only IPG payment statuses are updated automatically.

Payment Mode

Payment Status

Payments are recorded from every transaction and in order to help keep track of payments from all the different payment options, a payment status setting has been provided. This helps record all the different statuses a merchant is likely to encounter from any commercial transaction.

The statuses would reflect accounting reports and also generate email notifications to be sent to customers if transactions were successful. Following is a run through of the different payment statuses and which processes they may affect.

Received: The payment for the order has been received and accounted for by the merchant. Setting this status sends a notification to the customer. This status is also a criteria to finalising the order to receive an order status of 'Complete' on your dashboard.

Failed: Payment has failed to be received.

Pending: Awaiting payment, or confirmation of whether payment has been received.

Refund: When the merchant returns the payment back to the customer. Setting this status would inform the customer that a refund has been processed.

Chargeback: This applies to credit card payments. A chargeback is performed by the customer through their bank/credit card company and is essentially a recall of their funds without prior engagement with the merchant. This status would not initiate any action but is purely for accounting and records purposes only.

***Note:** All payments made through the IPG (Internet Payment Gateway) would update the payment status automatically (except for chargeback). Cash on delivery and bank transfer payment methods should only be manually updated when receipt of payment has been confirmed.

Delivery Status

Delivery Status

Change the delivery status to automatically send out messages to the shipper/customer.

Delivery Mode

Shipping


Delivery Status

Pending

Each stage would need to be updated manually. Be sure to update statuses promptly to ensure your customers and shippers are kept notified and your records kept up-to-date. Following is a description of each shipping status and what actions occur when the status has been saved.

Notify shipper: Will automatically send out a message to your shipping agent containing the shipping details and that the order is awaiting collection from your store.

Dispatched: Will notify the customer when the order is with the courier and en route for delivery. Additional information may have to be entered (if any) which would be provided in the email such as the shipping agency name, the tracking number and the date of dispatch.

Carrier Name	Tracking No	Shipping Date
<input type="text"/>	<input type="text"/>	<input type="text" value="18 June 2014"/> 

Delivered: Notifies the customer that delivery is complete which also thereby completes the process of the order for your records and accounts.

Returned: Notifies the customer that the order has been returned to the merchant by the courier.

Cancelled: Notifies the customer that the order has been cancelled due to certain/unforeseen circumstances and requires further communication between both parties to arrive at an acceptable solution.

***Note:** for purchases made using the Web POS feature, Delivery status would automatically be set to delivered.

Order Status


This is the overall status of the order and would either show as Complete or Incomplete depending on the Payment and Shipping statuses.



A 'VOID' status can be manually selected for complete orders which you may have to mark it as utilized. This is used for orders involving events passes/tickets where a ticket can be voided once used to gain access to a venue, etc. Just click the dropdown box and select the 'VOID' order status.



Printing

You can print an Order invoice using the  button.

Saving

Once done, be sure to click  to ensure the statuses are saved.

Creating a Coupon/Gift Code

Coupons or gift cards are very useful to attract customers to your store, and ShopBox makes it easy for you to generate and manage your own codes. You could use discount coupons to promote any special sales or even generate unique single-use gift card codes to reward any of your loyal or special customers.

Discount details

Create your discount code, and specify the usage limit.

Coupon Code*

KSJJ58FOFRWV

Generate Code

Generate a coupon code by clicking the button or create a code of your own.

How many times can this discount be used?

☐ No Limit

Creating your codes

You could create a code of your own or generate a code by clicking the

Generate Code

 button to randomly generate your own unique code. You can set a limit on the number of uses for the code or check the 'No Limit' box to allow unlimited use of the code.

Defining the type/value of the discount or voucher

You will be able to select whether you want a fixed amount in LKR or a percentage (%) to be taken off the final bill of the order. You will even be able to specify whether the coupon would only apply for orders above a certain amount. Coupons would be required to have an expiration date and, by default, the system would display the present date of the day the coupon is generated.

Discount type

Select whether you would like a fixed amount or percentage discount, then specify the value. You also have the option to apply the discount only for purchases over a certain amount.

LKR

LKR 500

0

Take off*


on orders over*

Set Expiry Date & Time*

21 June 2014

In the example shown above, a coupon for a LKR 500 voucher/gift card is being created. The fixed LKR amount field is selected and a value of LKR 500 set to be taken off for orders of any value (orders over the value of zero LKR). The expiry of this coupon has been set to the 21st of June 2014.

Saving

Once done, be sure to click  to ensure the coupon is saved and can be viewed in the *Coupons/Gift Card* panel.

The coupon code can be posted on media or marketing material or even emailed to customers, and they would need to apply the code during the checkout process.

***Note:** When customers apply a voucher or gift card to their orders, the value of the order cannot be lower than the value of the voucher. For example, if a customer has an order total of LKR 400, they would not be able to apply a voucher of value LKR 500.

Submitting a Deal

Deals can be submitted to the ShopBox deals section for approval. Any deals which we feel are worthy of being featured in our Deals section, would be approved and it won't cost you a thing!

Prerequisites for submitting a deal for approval

To submit a deal, your product should already be designated as discounted on your store. This can be done by adding a discount on the selling price of the product, from the products panel as shown in the screenshot below.

(**Note:** Before proceeding, it is recommended to add a deal as an entirely separate product in the product panel. That is to say, if you have an existing product *temporarily* on discount, and you wish add that to the deals section, it would be advisable to submit it as an entirely separate and newly created product with a unique SKU, while setting the usual full-priced product to 'hidden', if you wish. This would help separate the amount of stock you would like to have available for the period of the deal, and be displayed separately for your records.)

Product Code & Price			
Define product code number, and enter selling price.			
Product Code / SKU*		Barcode (e.g. UPC, ISBN)	
<input type="text" value="OHM001SPL"/>		<input type="text" value="74720123974178"/>	
Cost Price ⓘ	Selling Price*	Discount on Selling Price	Net Price
<input type="text"/>	<input type="text" value="1000"/>	<input type="text" value="250"/>	<input type="text" value="750.00"/>

Selecting a product for submission as a deal


Products*
ⓘ Only products with discounted pricing will appear on this list. Please edit pricing from products panel.
<input type="text" value="Select Product"/>


Click on select product, and all your products with discounts would be displayed. Select the product you wish to submit to ShopBox Deals.

Visibility and setting deal duration


Visibility
Control if this product can be viewed on Shopbox storefront.

Pending ▼

Set Start Date & Time
21 June 2014 - 03:20 pm 

Set End Date & Time
02 July 2014 - 03:20 pm 

The visibility of the product is determined by the ShopBox Admin Team and will be visible on the deals section once approved. You will be notified by email when a product has been approved or not.

Set the start date & time and the end date & time of the deal and click  to submit the deal.

You would be able to view all your submitted deals from the *Deals* panel on the dashboard. You would be notified by email if your deal has been approved or rejected.

Things to consider:

- Once a deal has been submitted, it cannot be edited; submitted deals can only be deleted.
- If the product attached to the submitted deal is edited in any way, the deal would be removed from the ShopBox deals section automatically and with immediate effect without any notification. You would still be able to re-submit the deal which would need to be approved again before appearing on the ShopBox Deals page.

Managing your Blog

Blogs are useful for engaging with your customers and to share advice or to discuss about new products/offerings.

Activating your blog

The blog feature is a very handy tool to communicate news or your views with your customers and followers, but if blogging doesn't suit you, we provide the option to leave it off your website.

Blog

You can activate your blog on the storefront by checking the box below.

☐ **Activate your blog**

Check the box to activate the blog feature to be displayed on your website and click

✓ Save

Managing a blog category

A blog category is useful for organising your blogs and would be displayed on a panel in the *Blog* section of your store. You can add blogs to the relevant categories, and your customers or followers could click on the relevant categories to view the blog posts linked to them.

Click on  from the *Blogs* Panel to edit and add categories.

Blog Categories			
Category Name	Status	Detail	
New Additions!	Visible		
Inspiration	Visible		
The Second	Visible		
The First	Visible		
Welcome!	Visible		

You would be able to view all your blog categories along with their visibility statuses. Click on the *Detail* icon to edit each category.

To add a category, click



Blog Category Details

Write a name and description for this category.

Fields marked * are mandatory

Title*

Search Engines

Set up the handle. This help define how this category shows up on search engines.



SEO URL


Visibility

Control if this category can be viewed on your storefront.


☒ Visible

☐ Hidden

Add your blog category title and decide on the visibility of this category. Your blog categories are visible by default, but if you wish to keep it hidden for the time being, select the 'Hidden' option prior to clicking the  button.

Adding a blog post

Click  to open the 'Add blog post' panel.

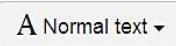







Write your blog post

Give your blog post a title and add your content.

Fields marked * are mandatory

Title*

Content

Enter the details of your blog such as the title and content.

Categories

Categories can be used to group blog posts together.

Welcome!

Tags

Tags can be used to categorize blog posts.

(Enter any number of tags separated by a comma)

Select the blog category to place the blog post under and enter a few tags to assist any searches performed.

Featured Image

Only one image per post can be added. The image would appear on the top of the post.

Choose image

(Please upload blog image of standard size 620px X 350px)

Select an image which would appear on the top of the blog post. Alt Text, or Alternative Text, is optional and will be shown in the event an image is unable to load due to a customer's slow internet connection, for example.

Search Engines

Set up the page title, meta description and handle. These help define how this product shows up on search engines.

Page Title (Max length 70 characters)

Meta Keyword (Max length 160 characters)

Meta Description (Max length 160 characters)

SEO URL

Optimising search engine results is not a mandatory requirement for your website, but could certainly assist with getting your website discovered/noticed through online search engines. You could add a title (or use the same title as the blog post), add a few keywords about this blog and a short description of what the blog article is about. The SEO URL would, by default, use the title you have given to your blog. All the information entered here would be used when generating your XML sitemap, which would have to be submitted to the search engines. Be sure to read the '*XML Sitemap submission*' section in this user manual, or click the help button on the *XML Sitemap Submission* panel under *Store Settings* for more information.


Visibility

Control if this product can be viewed on your storefront.


☒ **Visible** (as of 2014-06-24 05:09 pm)

☐ **Hidden**

Set Publish Date & Time



You can control whether you would like this blog post to be visible on your website immediately after saving or save and keep it hidden for activation at a later time. You could even select a date and time to automatically publish the post to the public. Posts will be set to visible by default, so if you would like it to be hidden, simply select the 'Hidden' option prior to saving.

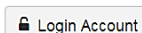
Once done, be sure to click  to ensure the post is saved and can be accessed in the *Blogs* panel.


How to Link Google Analytics with your Website



Google Analytics is a tool provided by Google and can be used by websites for learning about your site audience by tracking the number of visitors to your store, from where those visits are coming from and also what sorts of devices they are using. Such information is critical in helping you formulate an effective marketing plan and may help save you money on marketing expenses by showing you which channels you should focus on primarily.

For more information on *Google Analytics*, visit www.google.com/analytics or click the

 Login Account

In order to use *Google Analytics* with your store, you will need to sign up for an account on the *Analytics* web site (Follow the instructions on the *Google Analytics* website). Be sure to copy the supplied tracking code on completion. Go back to your ShopBox Dashboard and paste the *Google Analytics* tracking code into the 'Google Analytics Code' field (as shown below) and  .

Google Analytics code

You will now be able to begin learning about your website audience by visiting your *Google Analytics* account or by using the *Google Analytics* app on your smartphone.

****Please note that ShopBox is in no way affiliated with Google Inc. and only allows linking your website to Google Analytics as a third party application.***

Generating a basic XML Sitemap

An XML Sitemap is a map of the different sections of your site generated in XML file format. You would need to submit this file to the various search engines to optimize your store links in search results.

Before generating a sitemap, you would need to enter search engine related data into your webpages. You would have seen these sections when creating your each categories, products, webpages, and your individual pages and would look similar to what is shown below:


Search Engines Friendly
Set up the page meta title, meta keywords and meta description. These details will help to search engines for list your product.

Page Title (Max length 70 characters)

Meta Keyword (Max length 160 characters)

Meta Description (Max length 160 characters)

SEO URL

Click  and then copy and paste the sitemap into the search engine's webmaster tools.

Below, you would find the links to a few popular search engine webmaster pages where you will need to upload the XML sitemap file, once generated. You would need to register for an account with each search engine which would usually be free. Follow the instructions provided by the search engines carefully. Please note that ShopBox is in no way affiliated with any of the search engines mentioned.

Google:

You will need a Google Webmasters account before you can submit your sitemap. You can sign up/sign in at <http://www.google.lk/webmasters/>

For help submitting your sitemap to Google please visit the following URL:
<https://support.google.com/webmasters/answer/183669?hl=en>

Bing:

You will need a Bing Webmasters Tools account before you can submit your sitemap. You can sign up/sign in at <http://www.bing.com/toolbox/webmaster>

For help submitting your sitemap to Bing please visit the following URL:
<http://www.bing.com/webmaster/help/how-to-submit-sitemaps-82a15bd4>

Yahoo!:

This used to be managed through Yahoo! Site explorer however with the [completion of algorithmic transition](#) from Yahoo! to Bing now Yahoo! Search has merged Site Explorer into [Bing Webmaster Tools](#). Webmasters should now be using the Bing Webmaster Tools to ensure that their websites continue to get high quality organic search traffic from Bing and Yahoo!.

Follow the same steps as Bing.

Managing Tax Rates and Settings

GET STARTED

ANNOUNCEMENTS

STORE SETTINGS

- Store Details
- Store Terms & Policies
- Google Analytics Setup
- XML Sitemap Submission
- Payment Options
- Shipping
- Taxes**
- Staff Access

Go Back To Dashboard

View Your Store

Home / Store Setting / Taxes

Tax Rates

A list of all the tax rates for the countries you ship to.

Destination	Country Tax Rate	Sub Regions
Sri Lanka	12.00 %	61 regions
Rest of World	0.00 %	0 regions

Tax settings

Change the way Shopbox calculates taxes on your store.

Include taxes in prices

If the checkbox below is selected all taxes will be calculated using this formula: $\text{Tax} = \frac{\text{Tax Rate} \times \text{Price}}{1 + \text{Tax Rate}}$ Example Rs 1.00 at 20% VAT will be Rs 0.17 (rounded).

☐ All taxes are included in my prices

Save

Certain products you offer for sale may be liable for taxes. It is the responsibility of each merchant to determine whether or not they are liable to collect government taxes for their products. Any products which are taxable will need to be designated as a taxable product from the respective product page (as shown below).

Taxes and Shipping Weight

☒ **Taxable Product**
(Tick this checkbox, if this product is a taxable goods)

Product Weight (kg.)

(This weight will be used to calculate shipping amount)

This panel is available for you to adjust your tax rates as required (Tax rates would be displayed on invoices along with the total tax amount). Currently, tax rates can only be adjusted for Sri Lanka.

Taxes can be calculated in one of two ways. Taxes can be calculated as a percentage of the final bill amount, or taxes could already be included in the pricing. Examples of both methods are shown below with the first image showing taxes added on to the item price and the following example showing tax already included in the pricing.

1 Your Cart

2 Billing & Shipping

3 Payment

4 Confirmation

Item	Description	Quantity	Price	Total
	Product Description	1	LKR 1400.00	LKR 1400.00

Use coupon code

Apply

Sub Total	LKR 1400.00
Tax (12.00 %)	LKR 168.00
Shipping Method	Shipping
Shipping	FREE
Total	LKR 1568.00

Item	Description	Quantity	Price	Total
	Product Description	1	LKR 1400.00	LKR 1400.00

Use coupon code

Sub Total	LKR 1250.00
Tax (12.00 %)	LKR 150.00
Shipping Method	Shipping
Shipping	FREE
Total	LKR 1400.00

For instances where tax has already been included in your displayed product price (as shown in the second example above), select the “All taxes are included in my prices” checkbox. This means that the taxes have already been factored into your final product price. To calculate the tax amount breakdown from your final pricing, ShopBox would use the equation shown below.

$$\text{Tax} = \frac{\text{Tax Rate} \times \text{Price}}{1 + \text{Tax Rate}}$$

Note: This equation is used to calculate the tax amount if taxes are already included in your displayed pricing of each of your products.

Saving

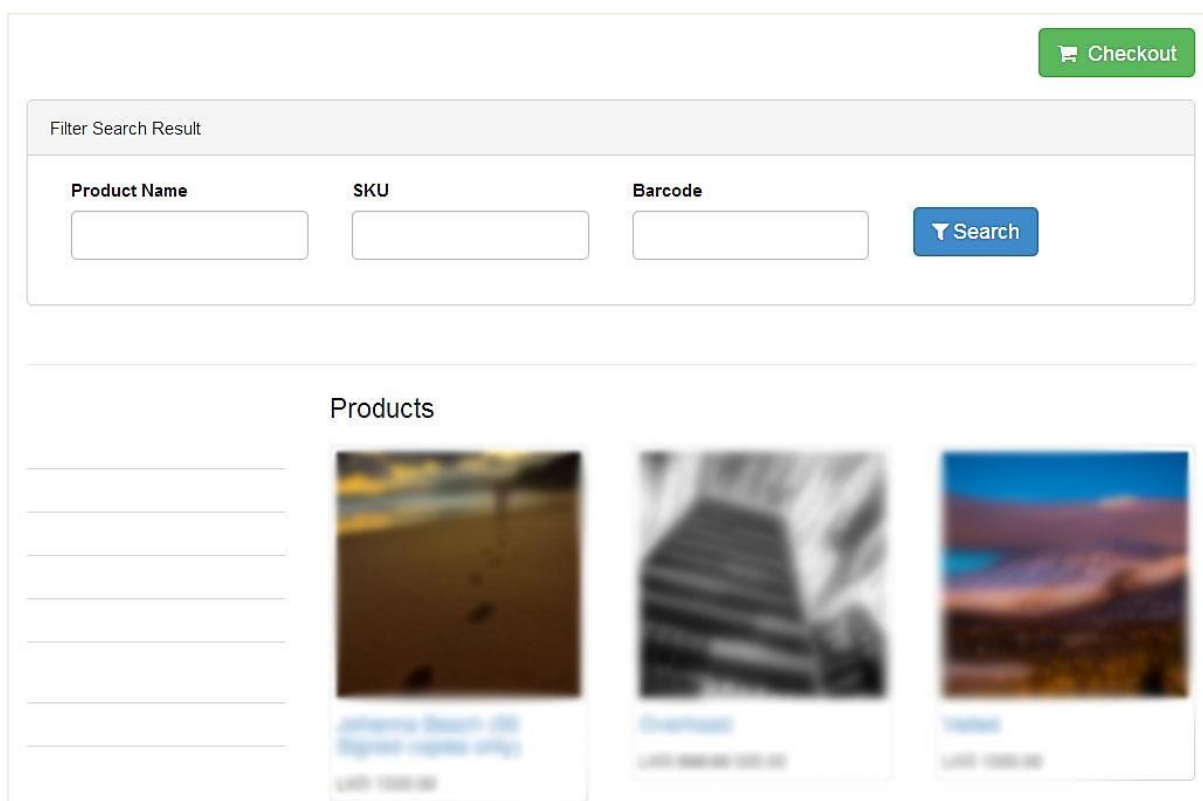
Once done, be sure to click to ensure that any changes are saved.

Using the Web POS feature

The Web-based Point-of-sales feature enables you to bring ShopBox into your physical store!

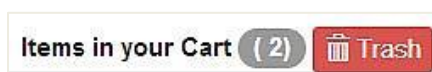
Use the Web POS feature as you would a cash register in your store. Web POS enables you to record all your orders and inventory from your physical sales and print invoices to supply to customers. The Web POS feature also enables you to track your product inventory in real-time for both your online and store sales. All you need is an internet-enabled device like a laptop or a tablet to access the ShopBox dashboard.


Select the products



The screenshot displays the Web POS interface. At the top right, there is a green 'Checkout' button with a shopping cart icon. Below it is a 'Filter Search Result' section containing three input fields labeled 'Product Name', 'SKU', and 'Barcode', followed by a blue 'Search' button with a magnifying glass icon. Below the search section is a 'Products' section showing a grid of product images. To the left of the product grid, there are several horizontal lines for notes or descriptions.

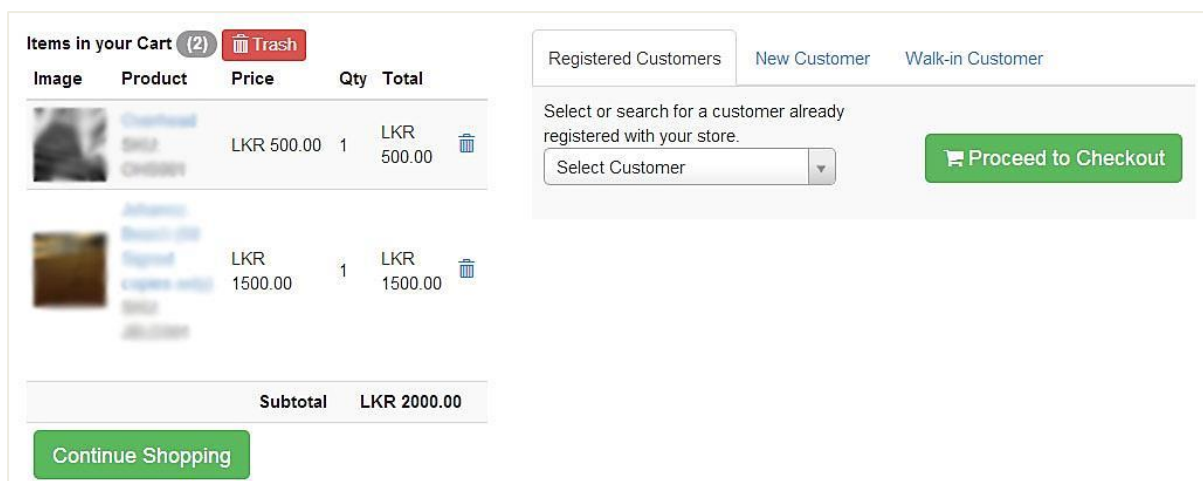
All products would be displayed in the POS system. It is possible to search for specific products using the available search function. To add an item to the shopping cart, select the desired product to open the product page and select add to cart. On the top right you will see the amount of items present in the cart. If you wish to clear the cart, just click the 'trash' button situated next to the items in your cart notification.



When you have completed selecting the products, click  to proceed.

Selecting a customer

The next page would show the items in your cart and the subtotal amount. Before proceeding, you would be required to select the relevant customer tab, i.e. Select a registered customer from your customer database, enter details of a new customer or proceed with checkout as an anonymous walk-in customer. These details are required for the invoice receipt and order records.






Items in your Cart (2) 


Image	Product	Price	Qty	Total
	Chocolate	LKR 500.00	1	LKR 500.00
	Chocolate	LKR 1500.00	1	LKR 1500.00

Subtotal LKR 2000.00

[Continue Shopping](#)

Registered Customers [New Customer](#) [Walk-in Customer](#)

Select or search for a customer already registered with your store.

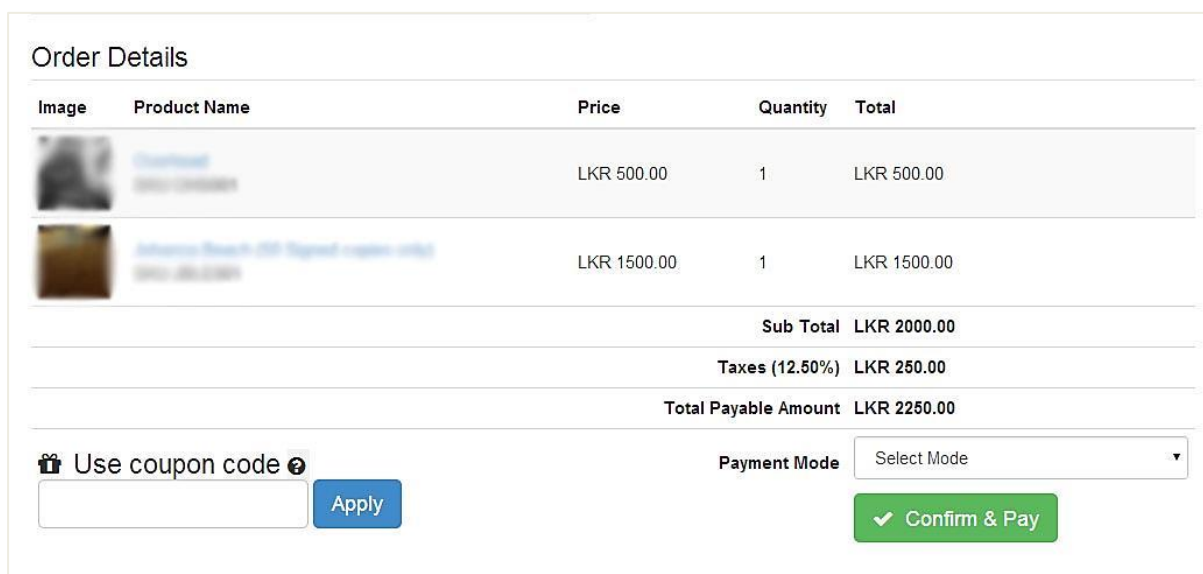
Select Customer 

[Proceed to Checkout](#)



After you enter/select the customer details, click [Proceed to Checkout](#) to proceed to the next checkout stage.

Order Review & Payment Confirmation

Review the order details and the total amount which is inclusive of taxes (if any). Any voucher code can be applied at the 'use coupon code' section to adjust the total price amount.





Order Details

Image	Product Name	Price	Quantity	Total
	Chocolate	LKR 500.00	1	LKR 500.00
	Chocolate	LKR 1500.00	1	LKR 1500.00


Sub Total LKR 2000.00

Taxes (12.50%) LKR 250.00

Total Payable Amount LKR 2250.00

 Use coupon code 

[Apply](#)

Payment Mode 

[Confirm & Pay](#)

Select the desired payment mode and click [Confirm & Pay](#) to complete the transaction.

Payments are collected in cash, cheque or (if already obtained from your financial institution) via a separate card swipe machine. It should be noted that IPG payments cannot be performed using the Web POS feature and are only for purchases made by your customers online, through your store website.

Printing Invoices

After confirming and paying, the invoice for the order would be produced. The invoice would contain all the order and customer details (if any) along with the store details. To print the invoice, click the

 button.

The button is a blue rectangle with a white printer icon and the text 'Print Order' in white.

Adding Staff Access

Manage staff access by assigning permissions to your staff to determine the different areas of the platform they should have access to. Use the staff access table to determine the permissions each user role would have access to.

The *Staff Access* settings panel would display a list of all the staff added and the roles they have been assigned.

To add a staff member, click the  button on the *Staff Access* settings panel.

First Name*	Last Name*
<input type="text"/>	<input type="text"/>
Email*	User Role*
<input type="text"/>	(Please choose the appropriate permission level using the comparison table below.)
	<input checked="" type="radio"/> Administrator <input type="radio"/> Manager <input type="radio"/> Executive
New Password *	Confirm New Password*
<input type="password"/>	<input type="password"/>

Enter the details of the staff member you wish to add and assign the role according to the permissions you wish to grant that staff member. The permissions for each role can be seen on the table in the following page of this manual (it is also located on the *Add Staff Member* page below the staff member details).

Note: Your staff would be able to change their password from the *Manage Profile* tab (located on the top right) after they log in to their account. Only Administrators and the Store Owner can change user roles and staff email addresses.

It should also be noted that the Store Owner's account cannot be deleted.


Permissions for each role

	Administrator	Manager	Executive
Dashboard	✓	✓	✓
Orders	✓	✓	✓
Customers	✓	✓	✓
Categories	✓	✓	✗
Products	✓	✓	✗
Coupons	✓	✓	✗
Deals	✓	✓	✗
Reports	✓	✓	✗
Templates	✓	✗	✗
Pages	✓	✓	✗
Blogs	✓	✓	✗
Web POS	✓	✓	✓
Store Details	✓	✗	✗
Terms Policies	✓	✗	✗
Google Analytics	✓	✗	✗
XML Sitemaps	✓	✗	✗
Payment Options	✓	✗	✗
Shipping	✓	✗	✗
Taxes	✓	✗	✗
Staff Access	✓	✗	✗
Setup Email Accounts	✓	✗	✗
Invoice Status	✓	✗	✗
Billing Details	✓	✗	✗
Upgrade Plans	✓	✗	✗
Website Status	✓	✗	✗

Deleting Your Store

Deleting your store would mean a complete and permanent deactivation of your store which includes the removal of your store from the public domain including all of the content, reports and your store's URL. Once action is performed, it cannot be reversed.

As this is a permanent action, you may want to first talk to us about your reasons for leaving and we shall see if we may a solution in place for the issues you might be facing with our platform. Contact us via email on feedback@shopbox.lk or call us on (+94) 774 670 090.


If you are sure you would like to proceed with deleting your store, click the  button (located on the bottom of the *Store Settings* panel) which will then prompt you to confirm this action by entering your account password prior to proceeding.


Delete Store ?

Are you sure that you want to delete your store with ShopBox? Once you will press delete store button, you will never able to access your store. And your store domain will be publicly free to other users to create store.

Fields marked * are mandatory

Enter your administrative password and press Delete Store button.*

✕ Cancel 

Once you enter your password, press the  button and your site would immediately cease to be available, and you would be redirected to the merchant login page with a 'Store Deleted' confirmation message.

It is our regret to see you go, and it would be appreciated if you could give us your reason for leaving by emailing us on feedback@shopbox.lk . We value your feedback and we hope it would assist us in improving to better serve our customers and clients.

Glossary

Analytics: A tool to help keep track of the visitors to your store. This does not collect personal information about your visitors, only aggregate information such as demographics and number of page/site visits and the origins of those visits (from which page they came). This could help you formulate marketing plans or product strategies to improve sales.

Dashboard: The back-end/control-panels of your store. The dashboard is where you would make changes to your store's appearance and settings, as well as manage your products, orders or your other day-to-day activities of your website.

Favicon: A favicon is the icon of a website and is displayed on the page tab of the web browser.

IPG: Internet Payment Gateway. This is the secure system used to process online credit card payments and is supplied through a licensed banking institution.

Merchants: Businesses trading in goods and/or services for sale to customers.

SEO: Search Engine Optimisation is a marketing tool which assists in optimising your website in search engine results. This can be done using several methods to help get your website at the top of relevant searches. Sitemaps and page tags may assist in optimising your website to reach the right individuals when they perform the relevant searches.

Shopping Cart: An ecommerce feature which allows users to select items from an online store intended for eventual purchase. Items are added to the cart by while browsing the products and when ready to proceed with the order, the customer selects checkout.

Template: A predefined layout of a website each with its distinctive settings, options and designs.

URL: This is the address or link a website or page. The URL is seen on the browser address bar.

Variants: (or options) are the different variations a single product may have, such as sizes and colors. For example, products like shoes and clothes would have different sizes.

Web POS: Web-based Point of Sales. A Point of Sales system records your transactions and sales to help keep track of inventory and earnings. Web-based means that the POS system is operated online via a web browser and in this case would be linked to your secure ShopBox account.

XML Sitemap: The sitemap is the structure of your website which is saved in the XML file type when generated via ShopBox. This file is then submitted to search engines to display a basic structure of your site in public search results.

Useful Contacts

Support

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T: (+94) 774 670 090

Enquiries/Information

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T: (+94) 753 111 222

Feedback

feedback@shopbox.lk

Billing

billing@shopbox.lk